

Defining the “Green Economy”: Skills and Strategic Methods for Climate Change and Sustainable Development with effective Business implication

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Abstract

In present situation whole world suffering with big very common problem .i.e. climate change and its effect on human lives, business, earth eco-sphere, sustainability and economics, where industrialization in big reason for it. The building industry can be a strategic fulcrum for green economic conversion in society as a whole. Not only is it decentralized, present in every community, but the built environment constitutes everyone’s personal habitat and has a direct bearing on all people’s well-being. Equally significant, it is responsible for perhaps forty percent of the economy’s materials and energy throughput, and so changes in building have great potential impacts in extraction, manufacturing and waste management. Creating a green economy is not just about encouraging environmental protection, but about establishing closed-loop ecological alternatives in every sector that substantively contribute to both dematerialization and detoxification of the economy. Besides creating cyclical material flows, green development is also geared to increasing production of service (i.e. directly meeting human and environmental need) rather than material output. What would the role of building materials be in an ecological construction industry geared to service and cyclical flows? Hence the only solution against of climate change is green economy implications and implementations.

Keywords: Green Economy, Carbon Credits, Sustainable development, Eco-friendly CSR, Climate Change, effective social business strategy.

Review (World View):

The global economy is almost five times the size it was half a century ago. This rapid economic growth has delivered financial benefits, but it has not delivered them equally: a fifth of the world’s population earns just 2 per cent of global income and inequality is higher in the OECD nations than it was 20 years ago. Economic activity has also delivered unprecedented environmental damage: an estimated 60 per cent of the world’s ecosystems have been degraded and significant scarcity in key resources – such as oil – could be less than a decade away.

The current economic and environmental crisis tells us that the time is ripe for governments around the world to implement a new kind of economy, which is resilient, sustainable, operates within the limits of our planet's resources and creates a fairer society. This thematic issue covers research which can help policy makers develop this Global Green Economy. Developing such an economy is a major challenge with many dimensions, but research can provide policy makers with valuable information to assist the process. Two of the most important steps in the transition to a green economy are to establish our resource and environmental limits and to fix the wider economic model, to one that does not stimulate unsustainable consumption. To achieve this we need to be able to measure resources, economic activity and progress, accurately and appropriately. Traditionally gross domestic product (GDP) has been used to measure economic success, but this does not take any account of environmental status, health, education or other forms of well-being. Researchers around the world are working on new ways to measure well-being, which will take us beyond the damaging constraints of GDP as a sole indicator. Some of these are explored in the articles **'New measures of sustainable progress needed to improve well-being'** and **'Beyond GDP: new measures of progress for a green economy'**. Both the studies outlined in the articles recommend using a range of indicators to measure different types of progress. Setting limits entails restricting the damaging levels of growth that our society has undergone over the past 200 years, but how can policy achieve this, and how can it achieve this fairly? 'Zero growth' and 'degrowth' are important concepts in the transition to a sustainable economy that have been proposed by economists, but are not necessarily well understood by the policy community. The article **'What the impacts are of zero growth?'** describes research which explores what is meant by 'zero growth', and how it could be achieved. The study recommends that capping growth in resource consumption is preferable to capping financial growth, as the latter could lead to unintended social hardships, such as unemployment and further public spending cuts. Fixing the economic model also means that we must maintain full employment and a leading UNEP report, outlined in **'Policy support for green transition could create millions of jobs'**, suggests sectors, such as renewable energy and sustainable buildings, could create new jobs for millions of people around the world. This could achieve several key goals, including developing industries which reduce our reliance on natural resources, and alleviating poverty. However, simply because a job is in a supposedly 'green' sector does not make it appropriate for a 'green economy' – take the exploitative, low-paid work in the electronics recycling sector in Asia, for example. The Global Green Economy must contribute to a just and fair society, and a separate UN report, highlighted in **'A global green economy can help meet Millennium Development Goals'** suggests that it could reduce inequality and help halve the number of those living in poverty around the world. It is essential that we address financial, social and ecological challenges together, as they are closely linked. Green stimulus packages, or 'green new deals', are being discussed by governments around the world to kick-start a green economy. A recent study by the World Bank has assessed the impacts of different packages, such as investments in pollution control or renewable energy.

Its findings highlight the need to weigh up the trade-offs between short-term impacts and long-term impacts very carefully, for example, programmes which promote short-term improvements to the environment and employment, do not have such positive impacts in the long-term. For more details on this study, see the article **'Green stimulus packages: a difficult balancing act'**. Achieving a green economy raises the question of governance. How can prosperity be shared throughout society? How can the interests of the individual to be balanced against the common good? What are the mechanisms for achieving this balance? Successful governance of a global

green economy will need institutional change. Since the 18th century and the Industrial Revolution, our institutions and laws have supported unsustainable, unequal economic growth, and a recent study reports that this is why environmental damage continues, despite increased efforts to curb these negative impacts (see: ‘**Strong global government could help develop the green economy**’). Among its recommendations, the study argues for a ‘World Environment Organization’ with legal powers to override the narrow interests of dissenting, individual countries to the benefit of greater, global concerns.

Introduction:

At its most basic level, the green economy is the clean energy economy, consisting primarily of four sectors: renewable energy (e.g. solar, wind, geothermal); green building and energy efficiency technology; energy-efficient infrastructure and transportation; and recycling and waste-to-energy. The green economy is not just about the ability to produce clean energy, but also technologies that allow cleaner production processes, as well as the growing market for products which consume less energy, from fluorescent light bulbs to organic and locally produced food. Thus, it might include products, processes, and services that reduce environmental impact or improve natural resource use. Review of 25 regional and national reports on the green economy found that though few bother to define the green economy, all agree that clean energy is its core. . The switch to clean energy will of course improve environmental quality by reducing greenhouse gas emissions (GHG) and impact sustainability by reducing energy use. However, just 16 of the reports mention transportation and infrastructure as part of the green economy, despite the key role of built form and city planning in shaping energy use. Only the reports by Apollo Alliance, Green for All, and the Center on Wisconsin Strategy focus on job quality, typically defined as well-paid jobs with benefits and opportunities for advancement.

Principles for a Green Economy:

- 1. Equitable distribution of wealth** Promote the equitable distribution of wealth within nations and among nations, to reduce disparities between rich and poor, and achieve social and economic justice, within a sustainable and fair share of the world’s resources and leaving sufficient space for wildlife and wilderness.
- 2. Economic equity and fairness** Guided by the principle of common but differentiated responsibilities, create economic partnerships that would transfer substantial financial and technological assistance to less developed countries, to help minimize the gap between the developed and developing world and support the environmental sustainability of both.
- 3. Intergenerational Equity** Environmental resources and ecosystems must be carefully managed and safeguarded so as to enhance the value of environmental assets for future generations, thereby equitably meeting their needs and allowing them to flourish.
- 4. Precautionary Approach** Science should be utilized to enhance social and environmental outcomes, through the identification of environmental risk. Scientific uncertainty of environmental impacts shall not lead to avoidance of measures to prevent environmental degradation. The ‘burden of proof’ should lie with those claiming that there will not be significant environmental impacts
- 5. The Right to Development** Human development in harmony with the environment is fundamental to the achievement of sustainable development, so that individuals and societies are empowered to achieve positive social and environmental outcomes.

6. Internalization of Externalities Building true social and environmental value should be the central goal of policy. To this end, market prices must reflect real social and environmental costs and benefits, so that the polluter bears the cost of pollution. Tax regimes and regulatory frameworks should be used to ‘tilt the playing field’, making ‘good’ things cheap and ‘bad’ things very expensive.

7. International Cooperation

The application of environmental standards within nation States must be undertaken in a cooperative manner with the international community, based on an understanding of the possible impact on the development potential of other States. Environmental measures relating to trade should avoid unfair protectionism, but overall should ensure that trade supports sustainable resource use, environmental protection and progressive labor standards, promoting a ‘race to the top’ rather than the bottom.

8. International liability acknowledging that actions within national boundaries can cause environmental impacts beyond national jurisdictions, requiring cooperation in the development of international law that allows for independent judicial remedies in such cases.

9. Information, participation and accountability All citizens should have access to information concerning the environment, as well as the opportunity to participate in decision-making processes. To ensure that environmental issues are handled with the participation of all concerned citizens, institutions at all levels (national and international) must be democratic and accountable, and make use of tools that enable civil society to hold them to account. In this regard, the access to justice by citizens for redress and remedy in environmental matters is a cornerstone of enhancing accountability.

10. Sustainable Consumption and Production Introduce sustainable production and consumption with sustainable and equitable resource use. Reduce and eliminate unsustainable patterns of production and consumption, i.e. reduce, reuse, and recycle the materials used, acknowledge the scarcity of the Earth resources and implement activities accordingly.

11. Strategic, co-ordinated and integrated planning to deliver sustainable development, the green economy and poverty alleviation An integrated approach must be adopted at all levels to expedite the achievement of socio-economic and environmental sustainability through strategic planning with civil society and stakeholders, and across all relevant government departments.

12. Just Transition – there will be costs in making the transition to a low carbon, green economy in the pursuit of sustainable development. Some States and actors are better able to bear those costs than others and are more resilient to transitional changes. In the process of change, the most vulnerable must be supported and protected – developing countries must have access to appropriate financial and technical assistance, citizens and communities must also have access to new skills and jobs.

13. Redefine Well-being – GDP is an inadequate tool for measuring social wellbeing and environmental integrity. Many socially and environmentally damaging activities enhance GDP – such as fossil fuel exploitation and financial speculation. Human wellbeing and quality of life, and environmental health should be the guiding objectives of economic development.

14. Gender Equality – gender equality and equity are prerequisites to the transition to a green economy and the achievement of sustainable development. Women have a vital role to play as agents of change for environmental management and development – their actions must be rewarded accordingly and their skills enhanced.

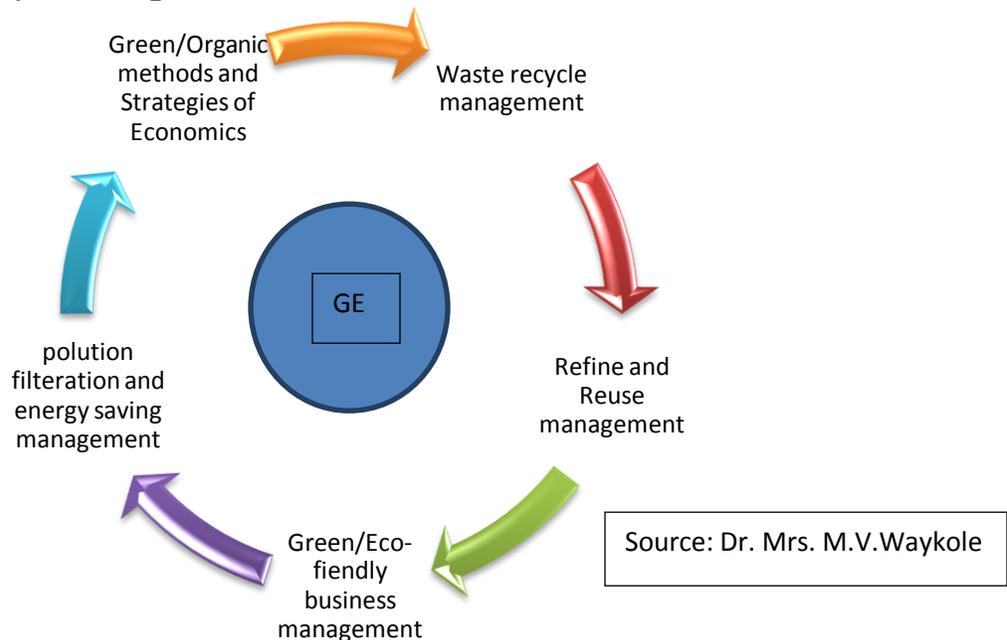
15. Safeguard biodiversity and prevent pollution of any part of the environment – protect and restore biodiversity and natural habitats as integral to development and human wellbeing,

and develop a system of governance that protects the resilience of ecosystems to prevent irreversible damage.

Role of Green Economy in Climate Change for Sustainable development:

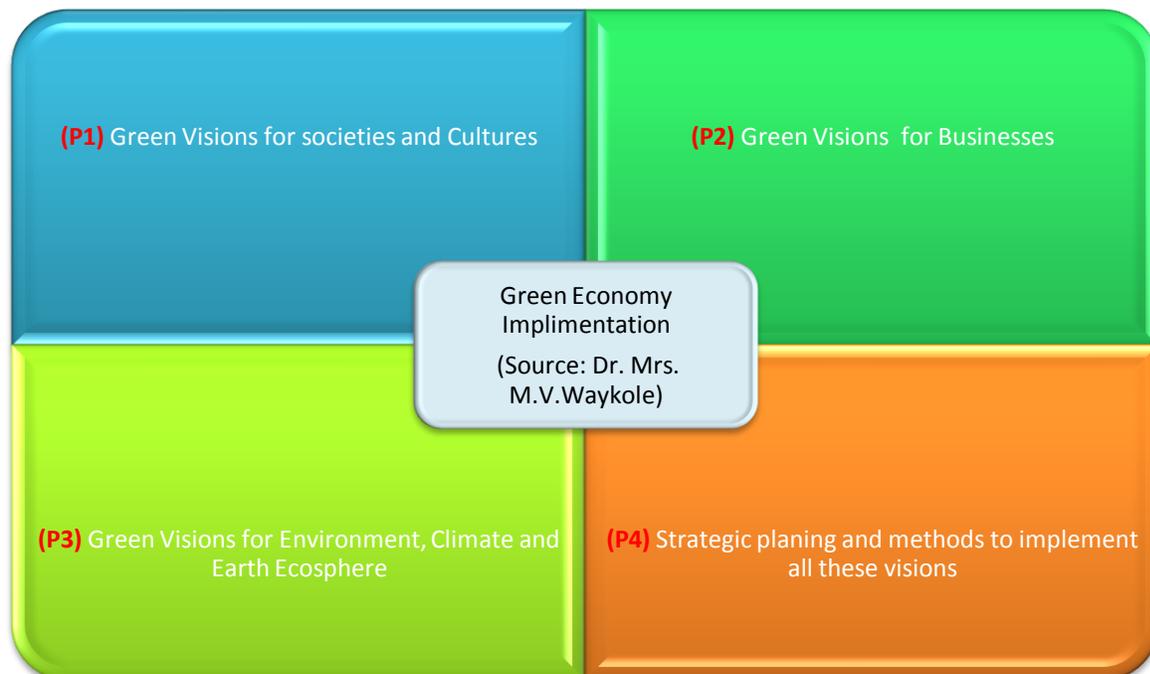
Climate change is not a distant threat looming on the horizon. It is already here¹, and it is arguably the greatest challenge of our time. The impacts of climate change from rising temperatures to glacial melt and rising sea levels threaten global economic stability and security. Climate change also hampers implementation of the United Nations sustainable development agenda, specifically achievement of the Millennium Development Goals. To date, much emphasis has been placed on the need to mitigate global warming by reducing emissions of harmful greenhouse gases (GHGs). However, it is equally important to develop comprehensive strategies that enable people to thrive and remain resilient under changing climatic conditions. While all countries will face climate change impacts, this imperative is particularly urgent for vulnerable communities in developing countries. These countries along with many others are already experiencing more extreme weather events, increased food and water insecurity, and negative health effects, and they have the fewest resources with which to cope. Leading companies, large and small, are turning greater attention to the implications of climate change on their businesses. Companies are starting to recognize risks of rising costs for inputs and raw materials, disruptions in their supply chains, threats to their labor force, and changing customer demand. They are just beginning to understand the nature and potential impact of these climate change threats and the implications of community vulnerability for their own business activities. In fact, businesses often face shared challenges with those in communities where they source or operate. Hence climate change became biggest problem for sustainable development like “global warming” and GHGs effect on business and civilization. Therefore “Green Economy” is strong weapon to kill all these effects and make sustainable development.

Green Economy Development (GED) Model:



This is the first basic model I have developed after analysis and fact finding in green economy and named “Green Economy Development (GED) model”, because it is traced with intention how one could able to develop green economy scenario. To develop green economy green/organic methods and strategies of economics must have to analyze and studied along with other most important issues like waste recycle management, refine and reuse management, green/eco-friendly business management and, pollution filtrationsand energy saving management as shown in above model of GED.

Green Economy Implementation (GEI) Model:



This is second proposed model related to green economy implementation, hence labeled as “Green Economy Implementation (GEI) model”. This model based on four pillars P1, P2, P3 and P4 for green economy implementation. Where, P1 defines all green visions for societies and cultures, P2, green vision for Businesses, P3, green visions for environment, climate and earth ecosphere where as P4 is strategic planning and methods to implement all visions of pillars P1, P2 and P3 for complete green economy implementation as shown in model.

Conclusion:

The green economy will emerge in different forms in different regions, depending on local economic strengths and weaknesses. Stakeholders in local economic development have an opportunity to shape their green economy through policy. But intervention will be most effective if it builds upon local strengths and chooses appropriate policies to meet local goals. Is the economic development goal job generation and retention? Cities and states should consider enacting policies such as green building standards with provisions for local purchasing and hiring. Local quality of life? Cities might stimulate consumption through green building policies,

support for open space amenities, and technical assistance for retailers. Job quality? Local governments might look to sectors that have traditionally provided well-paying, career-track jobs, with established job training programs and relationships with unions, such as utilities and transportation. Innovation, with a long-term horizon for outcomes? Incentivizing the cleantech sector with funding for R&D and technical assistance for startups may be the best approach, particularly at the state level. New green standards, regulations, incentives, technical assistance, and marketing programs can help spur the green economy, but they will not actually create local economic development in the absence of supporting policies. Local purchasing and hiring requirements, labor standards, and claw back provisions will need to be part of the green economic development package if green policies are to have an impact on the economy and equity as well as the environment – and if they are to support local sustainability. As with any new economic development initiative, green economic policies will be most successful to the extent that they build on existing strengths in the city, region, or state. Existing stakeholders, from government agencies to universities, nonprofits, trade associations, utilities, and unions, need to be involved.

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